ABSTRACT OF THE DISCLOSURE

An advertisement distribution system for distributing advertisements to a multiplicity of client devices via a communications network includes at least one ad server that stores the advertisements to be distributed to the client devices, each advertisement being stored in a storage location designated by a source address, and at least one playlist server that receives a playlist request from each of the client devices, and that transmits a playlist response in response to each received playlist request. Moreover, the playlist response transmitted to each client device includes at least one playlist that identifies advertisements to be downloaded by that client device.